THE IVY NETWORK CORPORATION

242 - A YALE STATION • NEW HAVEN, CONN. 06520 • (203) 787-0711

STATION: WYBC

ACCOUNT: BUDWEISER

DATE: 1/4/72

AGENCY: D'ARCY.

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BROADCAST ORDER
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KEY TO SYMBOLS

A - 60 second spot
B - 30 second spot
C - Time check
D - Other _____
X - Bonus spots
"A" Time— 7-10AM, 5PM-2AM "B" Time—10AM-5PM
2-7AM

TOTAL NUMBER OF SPOTS: 340A+51X

START DATE: JAN 24

END DATE: MAY 19

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
JAN																								6	→	→	→	→			6	36
FEB	6	→	→	→		6	6	→	→	→	→			6	5	→	→	→			5	→	→	→	→			5	5			115
MAR	5	5	5			5	→	→	→	→			5	→	→	→	→															65
APR			5	→	→	→				5	→	→	→	→			5	→	→	→	→			5	→	→	→	→				100
MAY	5	→	→	→	→			5	→	→	→				5	→	→	→														75
JUN																																
JUL																																
AUG																																
SEP																																
OCT																																
NOV																																
DEC																																

TOTAL 391

BILLING INFORMATION

GROSS RATE: 300 NET RATE: 180

Affidavits are due monthly, postmarked by the 15th, for spots run the previous month. (10th for Campus Media) There is a 5% penalty on gross for each week the affidavits are late, up to five weeks maximum.
NO CREDIT FOR SPOTS RUN OR RECEIVED 60 days after due date.

SPECIAL BROADCAST INSTRUCTIONS: